

Gossip Along the Automobile Row

The Freedland Auto company delivered five cars last week to Chaper, Wyo., the first of a big allotment to the Wyoming territory, which has taken a sudden fancy to the Midland product. Besides this three shipments of sixes and fours have been received by the local house during the last week, to be placed as soon as the weather makes travel by road practical.

T. A. Lake of Rosalie was in the city last Monday and purchased a Mason touring car, in which he started for home Tuesday morning. Sales Manager Wilson of the Midland factory arrived in Omaha Friday morning to spend several days with the local house. He is more than pleased with the outlook for Midland cars in the territory through which he has just passed and says this is bound to be a big year for the automobile in the middle west.

The Velle company delivered two cars of machines to Sioux City last week besides making a number of single deliveries throughout the state. According to Charles R. Gardner, the new manager of the automobile department of the John Deere Flow company, the agents are reporting the season on Velle sales to be opening unusually early this spring.

The T. G. Northwall company sold a Regal underslung roadster to C. R. Bauserman of the Midland Glass and Paint company last week, in which Mr. Bauserman intends making some extensive trips over the country this summer. The shipments to this company from the factories are better right now than they have been any time during the season, from six to ten cars being received every day. While many of these cars are shipped throughout the state, quite a few are being collected in the local house in anticipation of a big spring and summer business.

The Storz Supply company has rented the basement of the property directly east of its present location to care for the big spring stock which has been accumulating for the last few weeks. Mr. Storz has been receiving goods that were ordered over a month ago, but owing to the bad weather the purchasers have not been able to come to town to receive their purchases.

The Storz people received a full carload of Federal tires last week, for which they had been looking eagerly for the last three weeks. Mr. Storz' place of business resembled a bargain counter in a popular dry goods store Saturday when the federal fanatics became aware their cherished hoops had arrived.

The E. R. Wilson Auto company sold cars during the seven days just closing to the following people: A Studebaker 30 touring car to R. B. Stearns of this city; a Studebaker 35 to Dr. W. F. Millroy of Omaha; a Studebaker 30 roadster to John Madden and a Lexington 40 touring car to Joe Johnson of the Western Heating and Plumbing company.

The Mitchell Motor company sold a 1913 "Little Six" five-passenger Mitchell to J. P. Greenfield of Council Bluffs. E. C. Mockett drove a new five-passenger four-cylinder Mitchell to Lincoln last week, a third of the journey being made through mud that was hub deep. Mr. Mockett got through all right and says that he is thoroughly satisfied that the Mitchell has plenty of power to carry him through any road condition with which he might meet.

The Mitchell Motor company delivered a five-passenger four-cylinder machine to M. J. Anderson of Genoa Wednesday, besides sending a carload of machines of 1913 "Little Six" Mitchells to George Watson of Rock Rapids, and another to Schents Bros. of David City.

The McIntyre Auto company sold an Overland 35 touring car to the Grove-Wharton Construction company last week and another to F. C. Trullinger. According to Manager McIntyre the Oakland factory is putting out a machine at the present time which they assert will be one of the most powerful machines made in America, if not in the world. It to be a six-cylinder ninety-horsepower beast, developing between 90 and 100 actual horsepower. It is a regular stock car and will be entered by the Oakland factory in the next Indianapolis speedway races.

The Dart factory of Waterloo, Ia., manufacturers of the Dart motor trucks, is having a great deal of trouble in coming anywhere near to satisfying the demand for its product. The Dart people who have but comparatively recently taken up the manufacture of auto trucks, are working three shifts of men a day in an attempt to alleviate the demand for their product. Manager McIntyre of the McIntyre Auto company says that if he could receive a half dozen of their machines he could dispose of them within twenty-four hours.

Lew Traynor of Taynor Bros. Auto company made a demonstration Wednesday that netted him the sale of two Abbott-Detroit touring cars. Today he has an order for two Abbott-Detroit touring cars, a five-passenger and a six, as the result of this demonstration.

F. A. Hulsbus of Harlan, Ia., made a record drive from the Buick factory at Flint, Mich., to Harlan, a distance of 323 miles, in a model 25 Buick car on forty-five gallons of gasoline, seven pints of oil, ten pints of water and 5 cents' worth of grease. He says that for 300 of those miles it was hard going, for 300 good and 100 just fair. The other twenty-three he refused to try to describe in the presence of women and children.

When H. R. Radford, general manager of the Cartercar factory, was in Omaha a week ago the local house placed one of the largest, if not the largest, orders for machines that ever went out of this city in his hands. The order called for 1,000 friction drive Cartercar vehicles to be delivered as soon as possible. The Nebraska Cartercar company is doing an appalling business. Manager Faahler requiring three assistants.

The De Laval Cream Separator company purchased a Cartercar roadster at the recent Chicago show after having sent its representatives into various districts where they could interview users of the Cartercar and get a line on the machine's actions under all kinds and conditions.

representatives were thoroughly satisfied with their investigations and purchased an exact duplicate of the twelve machines which were recently added to the force of the Detroit fire department.

According to an itemized statement, printed in the February number of Studebaker News, the house organ of the Studebaker corporation's automobile division, a retail automobile business can be conservatively financed in a town of less than 10,000 population, on an investment of \$5,000.

From sensational successes registered by Studebaker dealers at the local show this winter Sales Manager Benson of the Studebaker corporation predicts a new mark for automobile distribution in 1913. Detroit, fifty-seven; Buffalo, thirty-one, and Minneapolis, seventy-five, are the retail records of sales inside Studebaker spaces during the respective weeks.

S. P. Patchen, general traveler for the Standard Electric company, visited the Marlon Auto company last week on his way to an extensive sojourn on the coast.

C. J. Cerkhill of the Cole Motor company returned Thursday on a journey taking in the principal cities of his territory. He reports that business has not yet opened in most of the territory owing to the backward weather, but that with a little warmth and sunshine every Cole branch in the middle west will be doing an amount of trade that will tax them to their utmost.

The Nebraska-Buick Auto company delivered a model 31 Buick touring car to Fred Hurd of the Bloomer Cold Storage company, Council Bluffs, and a 31 to H. A. Belt, the groceryman at Twenty-ninth and Farnam. They also sent a 30 roadster to C. S. Every, Maxwell, Neb.

The Nebraska-Buick Auto company has unloaded 111 Buick cars the last week, which is undoubtedly the largest shipment of automobiles ever received by any one firm in Omaha.

W. F. Kemp of the Nebraska-Buick Auto company spent the last three days of the week at Danbury, Ia., assisting the Buick agent at that place put on a special automobile show.

Mr. and Mrs. H. E. Sidles of Lincoln spent the week-end with Mr. and Mrs. Leo Huff. Mr. Sidles has just returned from the Buick factory at Flint, Mich., where he directed the shipment of 40 Buick automobiles to the three houses of the Nebraska-Buick Auto company, Lincoln, Omaha and Sioux City.

Frank Dolezal of Bruno, Neb., was in Omaha the last week and completed arrangements for the erection of a large modern garage at that place, work on which is to commence at once and be

pushed as rapidly as the weather will permit. He will handle the Mighty Michigan line in that part of the state.

Gus Hollander, Mighty Michigan dealer at Schleswig, Ia., says the outlook for automobile business in Crawford is exceptionally good, especially since the late rains and snow, which has put the winter wheat in prime condition. He placed his order for a carload of "Michigans" and says he expects to repeat this several times this season. Mr. Hollander has been handling the Mighty Michigan line for several seasons and is thoroughly convinced of their sterling qualities.

AUTO TERMS ARE GIVEN IN A NEW DICTIONARY

A dictionary of automobile terms has been written to meet the demand for a work giving concise, accurate definitions of the hundreds of technical terms that are constantly used in automobile discussion and dealings. Many of these terms are of very recent origin, and even men in the trade have only a hazy idea as to their precise meaning. Mr. Clough of the Horseshoe Press has collected all special terms of this kind which he could find in books on automobiles, catalogues and other literature, arranged them alphabetically and defined each in simple, easily comprehended language. Every term representing some part, accessory or special method of construction is illustrated. In view of the annoyance caused by unfamiliarity with technical terms and phrases, in ordering parts, explaining repairs required or in general conversation on automobile topics, there is no doubt that this little volume will serve a useful purpose in the hands of both the private motorist and the man in the trade. It defines over 2,000 terms and contains 363 illustrations.

HUP DEALER IN ENGLAND HAS ADVERTISING RECORD

One of the largest advertisements ever published in a single issue of an English motor paper appears in a recent number of Motor, the most reputable automobile publication in Europe. It advertises the Hupmobile and was inserted by Whitling company, limited, the Hupmobile agent for England. The advertisement, printed in colors throughout, occupies twenty full pages and gives a graphic, detailed statement of the entire Hupmobile line.

"SLIVERS" OAKLEY TO COVER CIRCUS CIRCUIT IN OAKLAND

"Slivers" Oakley, the famous clown and pantomimist, who has made a good portion of the world laugh at his one-man base ball game, took advantage of the opportunity an engagement in a Detroit

theater offered him recently to look over the various automobiles made at the motor car center. "Slivers" is an auto enthusiast and has driven a car ever since he became a celebrity of the big tops. The first car "Slivers" saw was an Oakland Greyhound and it impressed him so thoroughly that he would have nothing else. Consequently he will follow the circus circuit next summer in an Oakland.

New Quarters for the Home Builders in Brandeis Theater

For several weeks the managers of Home Builders and the American Security company have been casting about for larger and more suitable quarters. When the Deift Two rooms in the Brandeis Theater building, southwest corner Seventeenth and Douglas streets, were vacated, opportunity came to get fine quarters. The increase of business Home Builders has produced demands for commodious and up-to-date offices and apartments. The rooms selected are centrally located and accessible from every part of greater Omaha. All car lines and roads lead directly to Seventeenth and Douglas.

The rooms have windows on two sides, being a corner, beautiful tile floor, high

*On the toughest, most durable,
and most satisfactory inner
tube made. This tube is
now packed in a red bag handy
and safe from its many enemies
in the auto tire box. Get
Cowell Supply Co.
2119 Farnam St.
Sell you all about these tubes*

AUBURN CARS
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The Most for the Money
W. T. WILSON.

ceilings. Fireproof vault of inestimable value to hold the company's valuable securities and cash; a ladies' exclusive reception and rest room and private business department attended by lady clerks, two entrances, one on Seventeenth street and another from the lobby of the building which is reached readily from any part of the Brandeis stores.

The new quarters will be re-decorated in a manner adapted to a well appointed, banking room. The latest lighting system will be installed, with inverted, concealed electric lights, screened by inverted translucent globes which diffuse

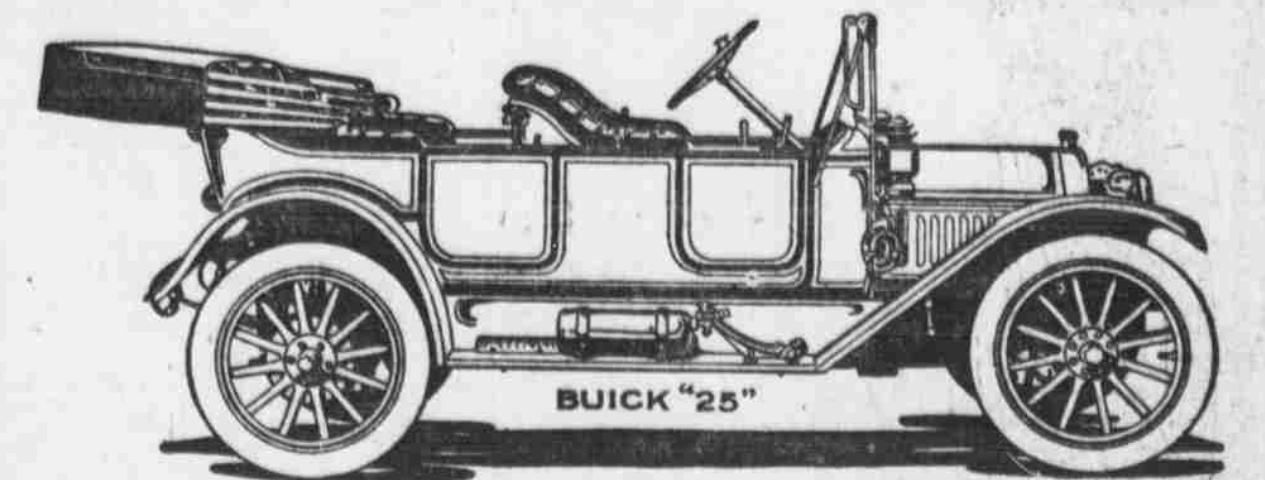
the light as daylight, together with a complete new line of beautiful design banking furniture and office furniture to match, the design of which is being looked after by Lloyd D. Willis.

When the new furniture is in place the new quarters will give Home Builders the most up-to-date, practical and suitable office in the city. Home Builders being composed of hundreds of investors, will find it easier and more pleasant to transact business at the new quarters where more clerks and more up-to-date system may be employed.

Home Builders maintains a building de-

partment which has felt the need of more room and better facilities. In the new quarters special accommodation for this department is to be provided. The real estate, insurance and rental departments will each have adequate and suitable departments, such as the increased business in these departments makes imperative in any up-to-date office. Not a savings bank, yet having all the working features of one, the Home Builders plan has met with the endorsement of all classes of investors from the start, and up to the present time its volume of business has more than double.

BUICK THE BUICK IDEA OF SERVICE



The great idea with the Buick people has been to make and market a car that shall at all times and under all circumstances give the owner uninterrupted use of his investment. The first Buick car made is still running, after eight years of service and is giving perfect satisfaction.

Buick cars are absolutely high grade, made in the largest automobile factory in the world, a factory in which the motors, radiators, frames, wheels, transmissions, axles, springs, bodies, castings, bolts, nuts, screws are made. Buick cars are more completely built in their own plant than any other make of motor car. This enables the Buick owner to secure duplicate parts with no delay.

We guarantee that all 1913 Buick motors will develop more power and speed than any stock foreign or American motors of equal size.

Prices range from \$950 to \$1,650.

NEBRASKA BUICK AUTO CO.
LINCOLN OMAHA SIOUX CITY
H. E. Sidles, Gen'l Mgr. Lee Huff, Mgr. S. C. Douglas, Mgr.
BUICK

Imperial

The Brains Behind Imperial Cars

A Unity of Brains—One thousand men under the personal supervision of recognized automobile experts build the famous Imperial cars. The work is carried on in one of the largest individual automobile factories in the world. This army of men works as a perfect unit—many brains acting as one. Every man in the Imperial factory takes a personal pride in his work. This unity of effort and this individual pride of our craftsmen enable us to offer you a car of supreme durability, power, service and beauty at a very moderate price.

Every Part Perfect—Years of engineering study and experiment lie behind the present perfection of each vital part in Imperial cars. Our engineers have striven constantly to produce the best car—every part perfect in itself and in its relation to other working parts. No Imperial is sent from our factories until we are convinced it will render lasting and continuous service—that it will live up to the enviable and established Imperial reputation.

Some Imperial Achievements—The motor of the Imperial is as perfect as skilled workmanship, guided by engineering experience, can make it. Power, Silence, Simplicity and Accessibility are developed to the highest possible degree.

The Imperial clutch, transmission, motor and control levers are combined in a unit power plant with a three point suspension. This is one of the most important advancements in auto science. This construction keeps all working parts in perfect alignment. Imperial brakes work easily and never fail. The springs used are especially constructed to assure ideal riding comfort.

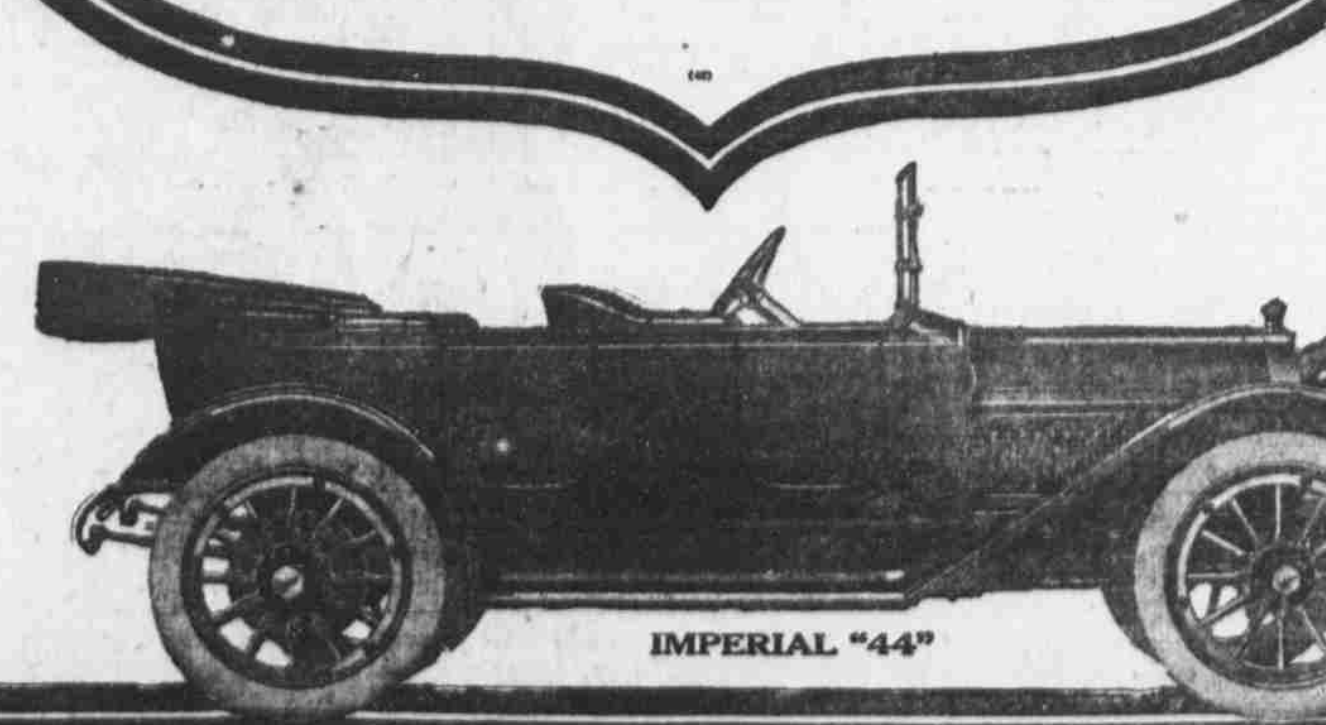
Imperial "44"—Every Imperial ideal and constructional attainment is found in this type. You cannot purchase a better car at or far above its price. This car offers you the highest quality in material, maximum efficiency, absolute durability, proven chassis construction, beautiful body design. Read these specifications: 5-passenger touring car, 50 H. P.; motor, 4 cylinders cast in pairs, 44-inch bore, 51-inch stroke; wheel base, 122 inches. Electrically started and lighted. Central control levers; right hand drive; 36 x 4-inch tires with demountable rims. New Departure bearings throughout. Nickel steel construction predominating everywhere in the chassis. The long stroke, powerful, silent motor; the beautiful, roomy body; the full equipment—silk mohair top, windshield, speedometer, nickel and black trimmings, give this car its exceptional value. Complete equipment, **\$1875**

**Electrically Started and Lighted
FOUR OTHER TYPES**

Imperial "54" —7-Passenger Touring Car, 60 H. P.; 4-cyl.; 44-inch bore; 51-inch stroke; 122-inch wheel base; 36 x 4-inch tires. Electric Starting and Lighting System. Complete equipment— \$2500	Imperial "32" —5-Passenger Touring Car, 45 H. P.; 4-cyl.; 44-inch bore; 51-inch stroke; 122-inch wheel base; 36 x 4-inch tires. Electric Starting and Lighting System. Complete equipment— \$1650	Imperial "33" —5-Passenger Touring Car, 40 H. P.; 4-cyl.; 44-inch bore; 51-inch stroke; 122-inch wheel base; 36 x 4-inch tires. Complete equipment— \$1285	Imperial "34" —5-Passenger Roadster 40 H. P.; 4-cyl.; 44-inch bore; 51-inch stroke; 122-inch wheel base; 36 x 4-inch tires. Complete equipment— \$1285
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Imperials "54," "44" and "34" are electrically started and lighted
Call on our dealer and he will gladly demonstrate to you the various merits of Imperial cars.

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No-Rim-Cut Tires 10% Oversize

No Petty Saving
No petty savings have made Goodyear tires outsell every other. Rim-cut ruin, which we save, wrecks 23 per cent of all old-type tires. 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage. And those are but part of the savings.

Remember This
A few years ago, three other tires—combined—outsold the Goodyears by 70 times over. From that point Goodyears have quickly jumped to the top-most place in Tiredom. And last year's sales by far exceeded our previous 12 years put together. This has been done in this day of odometers, when men keep track of tire mileage. And today's position comes when men have used two million Goodyear tires. Can't you see that No-Rim-Cut tires, in some way, must give amazing mileage?

Not Our Claims
All tires claim superiority, but that makes none the leader. Hundreds of thousands of actual users reiterate our claims. That must be so, else Goodyear

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With or Without Non-Skid Treads
THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio
This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

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